

Service Desk and Support Analyst Standards

Service Desk and Support Analyst (SDA) Qualification Standards

This document contains SDI's Service Desk and Support Analyst (SDA) qualification standards. It provides the information, the requirements, and the guidance necessary for test creators, curriculum developers, test takers and test administrators.

SDI bases its certifications on open international industry standards, and is independent of any training curriculum.

Open - means that the standards are published in order to allow organizations to use the standards to improve their services, for individuals to study the standards in preparation for an exam, and for training and consulting providers to develop offerings that align with the standards.

International - means that a committee of professionals with international experience and/or who work for global companies has developed the standards, and that the standards are recognized in the global market.

Industry - refers to the service and support industry, which initially focused on internal support of information technology and later expanded to include external support organizations and shared service desks.

Standard - defines the knowledge that a support professional in a specific role is expected to know, and a set of best and common processes and practices within a service desk.

SDI is committed to defining standards for additional support professional roles as the industry evolves and its needs change. In business today, customers want educated and qualified professionals to support their business needs. SDI qualifications provide:

- Validation of current knowledge and skill sets
- Evidence of excellence achieved
- Professional development
- Personal pride
- Credentials that travel

Purpose

The Service Desk and Support Analyst exam is based on the SDA standard.

The competencies required for each SDI qualification were identified and approved by SDI's International Committee for Individual Standards, a group of industry experts and experienced practitioners from a number of organisations, in order to:

- Establish an international benchmark to recognise the breadth of knowledge required to successfully fulfil the role
- Document the necessary skills
- Provide a mechanism to recognise and develop the breadth of knowledge required for developing individuals aligned to international industry standards
- Provide leadership to the IT support industry by providing a recognised qualification in IT customer service and support

The SDI qualification is an open qualification standard that is independent of any other training curriculum. SDI is the administrator, facilitator and arbitrator of the standards. The exams are independently administered and proctored.

Qualification Objectives

SDI's Service Desk and Support Analyst standard defines the skills required by service desk and support analysts in an IT service and support environment. The Service Desk and Support Analyst qualification recognizes an individual's knowledge of customer service and support competencies and certifies that they have the skills required to work in the IT support industry. Individuals passing an SDI exam can be expected to:

- Demonstrate understanding of the roles and responsibilities of a service desk professional
- Develop and employ the essential skills required for a Service Desk and Support Analyst
- Summarize and follow service desk processes
- Identify and describe service desk tools and technologies

Name of the Qualification

SDI's Service Desk and Support Analyst (SDA)

Target Demographics

SDI's Service Desk and Support Analyst exam and training materials are for individuals who are currently involved in the IT service and support industry. Examples of professional job titles include:

- Support Analyst
- Service Desk Analyst
- First-line Analyst
- Second-line Analyst
- Client Support Technician/Consultant
- Desktop Support Analyst
- Customer Support Officer
- Technical Support Analyst
- Service Centre Analyst

Individuals interested in achieving an SDI qualification will come from all industry sectors across a range of large, medium, and small sized service desks. They will have a desire to be recognized for demonstrating an understanding of the important topics listed in these standards in order to pursue employment and advancement opportunities in the support industry.

Prerequisites for Taking the Exam

Prerequisites for passing the exam will be a working knowledge and understanding of the professional demands placed on a Service Desk and Support Analyst, the standard process requirements for most support operations and the technology available to service desks. Individuals should not attempt to take the exam unless they:

- have a working knowledge of the customer and IT support industry
- have a working knowledge of the following standards
- have a strong desire to work in the customer IT support profession

Qualification Structure and Weighting

Concept	SDA Weighting %
Professionalism and Roles	20
Analyst Skills	35
Process	35
Supported Technologies and Enabling Tools	10
	100%

How Is An SDI Standard Organized?

The SDI role-based standards are organized into concepts that are defined and supported by one or more topics against which a service desk and support professional can be assessed.

Within each topic there are one or more competencies. For each competency there is a range of knowledge. If one approaches the standard as if interviewing for a position in a service desk, the competency would be either a specific question or a concept that an interviewer would ask in the interview process, and the range of knowledge would be the expected answer. In other words, it is expected that someone in a specific service desk position will possess the range of knowledge for each competency.

To completely cover a range of knowledge for some of the competencies would be an endless task (e.g., "Explain the responsibilities of the service desk"). In such cases, SDI's International Qualifications Standards Committee has either defined the information in the range of knowledge to cover common knowledge or has provided examples that relate to the competency. An experienced professional should be able to expand upon the range of knowledge.

It is common to have a similar set of competencies in more than one qualification standard, with the range of knowledge varying between standards. For example, the standard for a service desk and support analyst and a service desk and support manager may include the competency, "Explain the objectives of change management." The range of knowledge for this competency will differ in each of the standards. The standard for the service desk and support analyst may include an awareness of the change management process, while the standard for a service desk and support manager may contain a more detailed description of how to use the change management process within the service desk.

How Do I Prepare For The Exam?

Attending a training course is the preferred option for most candidates seeking certification. Training will assist course participants in preparing to take a qualification exam while also building skills valuable to one's profession in the support industry. Training will help candidates to understand the best practices and concepts captured within an SDI standard as well as how to apply them within the workplace.

All SDI qualification exams are weighted. The exam questions are classified according to the categories contained in the standards. The exam is designed to test the candidate's mastery of the knowledge in each category. If you have limited time to study for the exam, we recommend that you focus your review on the categories that have the highest weight percentage.

What Should I Expect From The Exam?

The exams are randomly generated from a pool of pre-authorized exam questions in order to deliver a different exam each time.

- Each exam consists of sixty (60) multiple-choice questions
- Candidates will have sixty (60) minutes to complete the exam
- The passing score for the exam is 75%. Approved Instructors must achieve a score of 87% or higher to qualify to facilitate SDI training courses

Other SDI Qualifications:

- **SDF** is the acronym that is used for the Service Desk Foundation
- **SDM** is the acronym that is used for the Service Desk and Support Manager

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Committee Members

SDI would like to thank the members of the International Standards Committee for their time and contribution to the standards:

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1 Professionalism		
Topic	Competency	Range of Knowledge
1 The Service Desk and Support Analyst	1 Explain the role of the Service Desk and Support Analyst	<p>The role of the Service Desk and Support Analyst is to:</p> <ul style="list-style-type: none"> ▪ Represent the IT organization and the service desk in a professional manner ▪ Consistently deliver quality customer service
	2 Identify the responsibilities of the Service Desk and Support Analyst	<p>The Service Desk and Support Analyst is responsible for:</p> <ul style="list-style-type: none"> ▪ Maintaining and enhancing customer satisfaction throughout the life-cycle of all service desk interactions ▪ Managing customer expectations as defined in service level agreements ▪ Providing appropriate support to resolve all service desk interactions ▪ Accurately documenting all service desk interactions ▪ Maintaining appropriate product and services knowledge ▪ Knowledge sharing ▪ Being aware of the IT organization's strategic aims, policies, processes and procedures in order to ensure that customers receive consistent messages ▪ Communicating effectively with all stakeholders ▪ Adhering and contributing to the service desk's processes and procedures ▪ Being aware of appropriate societal and environmental issues and responsibilities relating to the service desk ▪ Having an understanding of the organization's business
	3 Identify methods for enhancing personal professional development	<p>Methods for enhancing personal professional development include:</p> <ul style="list-style-type: none"> ▪ Attending courses, seminars and industry events ▪ Subscribing to industry related publications ▪ Joining and participating in industry related groups
2 The Service Desk	1 Explain the role of the service desk	<p>The role of service desk is to serve as the single point of contact (SPOC) for all IT related interactions</p>

1 Professionalism		
Topic	Competency	Range of Knowledge
	2 Identify the responsibilities of the service desk	<p>The responsibilities of the service desk are to:</p> <ul style="list-style-type: none"> ▪ Develop and implement service desk goals that align with the organizations business objectives ▪ Follow the organization’s priorities and processes ▪ Balance support expenses to keep IT support performing at the optimum levels of quality and cost effectiveness ▪ Demonstrate the value and contribution of the service desk to the organization ▪ Identify and initiate service improvement initiatives ▪ Manage customer expectations ▪ Provide a clear communication channel between customers and the IT organization. ▪ Contribute to knowledge creation and maintenance ▪ Develop and implement effective processes and procedures to ensure consistent service ▪ Provide customers with a first contact resolution where possible ▪ Be aware of appropriate societal and environmental issues and responsibilities relating to the service desk ▪ Adhere to, police and support the organizations security policies/requirements ▪ Manage compliments and complaints relating to IT service issues
	3 Recognize what the service desk expects of its customers	<p>The service desk expects its customers to:</p> <ul style="list-style-type: none"> ▪ Understand and comply with the contents of the service level agreement ▪ Contact the service desk about all IT issues and requirements using the appropriate and agreed channels ▪ Provide analysts with accurate and relevant information as required to resolve incidents and service requests ▪ Provide feedback
	4 Explain the role of service desk management	<p>The role of service desk management is to:</p> <ul style="list-style-type: none"> ▪ Develop and manage the service desk team to operate professionally on a daily basis ▪ Ensure that IT support SLAs and service expectations are met ▪ Ensure that a consistent level of service quality is delivered by the service desk ▪ Oversee recruitment and encourage staff development ▪ Promote the service desk across the IT organization and ensure that it is integrated into all relevant processes and activities ▪ To manage expectations of the service
3 Best Practices	1 List sources of service desk and IT best practices	<p>Sources of best practices include:</p> <ul style="list-style-type: none"> ▪ SDI best practices ▪ ITIL® Framework ▪ ISO/IEC 20000 – IT service management ▪ ISO 9000 – Quality management ▪ ISO/IEC 27000 – Security management

1 Professionalism		
Topic	Competency	Range of Knowledge
4 Policies and Legislation	1 Summarize the importance of adhering to the organization's policies	Adhering to the organization's policies is important in order to: <ul style="list-style-type: none"> Support consistent behaviour Provide a framework for the analyst to perform his or her duties Provide a framework for consistent service
	2 Explain the objectives of the organization's policies	The key objectives of the organization's policies are to: <ul style="list-style-type: none"> Provide clear definitions of the boundaries to work within Provide a code of conduct Define procedures for dealing with inappropriate behaviour
	3 Summarize the importance of complying with local and international legislation	It is important to comply with local and international legislation in order to: <ul style="list-style-type: none"> Deliver service and support within corporate and legal parameters Protect the organization from litigation Deliver good employee relations Provide a safe working environment Protect data
5 Service Commitments and Ethics	1 Describe the concept of providing consistent service	Providing consistent service means that: <ul style="list-style-type: none"> All customers receive the same quality of service Priority levels are consistently assigned in accordance with the SLA
	2 Explain why following best practice and documented processes and procedures benefit customers and the service desk	Following best practice and documented processes and procedures: <ul style="list-style-type: none"> Improves the quality of the support service Ensures that analysts provide consistent service Contributes to improved efficiencies and productivity Increases customer satisfaction Establishes credibility for analysts and the service desk
	3 Explain personal accountability	Personal accountability includes: <ul style="list-style-type: none"> Taking ownership of customer interactions and following them up Admitting to errors Adhering to a work schedule Behaving and dressing in an appropriate manner in accordance with the organization's policy
	4 Identify the importance of making and honouring commitments	Making and honouring commitments: <ul style="list-style-type: none"> Establishes individual, team and the organizations credibility Increases customer satisfaction Improves employee morale

1 Professionalism		
Topic	Competency	Range of Knowledge
	5 Describe how to protect and enhance the image of the service desk	<p>Protect and enhance the image of the organization by:</p> <ul style="list-style-type: none"> ▪ Keeping customers advised of the steps being taken to resolve their issue ▪ Giving customers accurate information without blaming another organization or department ▪ Focusing the customer interaction on the resolution of the incident or service request ▪ Demonstrating professionalism and promoting positive results to increase customer confidence in the service desk ▪ Being aware of personal conduct outside of the service desk and the work environment that could affect the organization's image
6 Service Attitude	1 Explain attributes, skills and knowledge	<p>Attribute: quality, trait or characteristic</p> <p>Skill: the ability to do something well</p> <p>Knowledge: awareness or possession of information</p>
	2 List the characteristics of a good service attitude	<p>The characteristics of a service attitude include:</p> <ul style="list-style-type: none"> ▪ Taking ownership of an interaction and seeing it through to resolution in a timely and expedient manner ▪ Conveying a sincere willingness to help ▪ Maintaining a positive attitude ▪ Treating all customers with respect and courtesy ▪ Focusing attention on the customer ▪ Focusing on business needs while providing customers with the best possible service
	3 Recognize the impact of a good service attitude	<p>The impact of a good service attitude:</p> <ul style="list-style-type: none"> ▪ Sets the customer's expectations ▪ Creates a positive impression of the service desk ▪ Helps to gain the customer's confidence and trust ▪ Builds rapport, rapport encourages customers to return ▪ Good attitudes are contagious ▪ Enhances future contacts with the customer ▪ Increases customer satisfaction
	4 Demonstrate the characteristics required to provide excellent customer service	<p>The characteristics required to provide excellent customer service include:</p> <ul style="list-style-type: none"> ▪ Listening to the customer ▪ Conveying empathy ▪ Realizing that customer needs and expectations may change ▪ Developing and executing robust and measurable processes and procedures ▪ Encouraging excellent customer service in others ▪ Honouring commitments made
	5 Recall the features found in a supportive workplace	<p>Examples of features found in a supportive workplace include:</p> <ul style="list-style-type: none"> ▪ Rapport among team members ▪ Empowerment from management ▪ Willingness to help each other ▪ Responsible team members

1 Professionalism		
Topic	Competency	Range of Knowledge
7 Teamwork	1 Recognize the basic concepts of teamwork	<p>The basic concepts of teamwork include:</p> <ul style="list-style-type: none"> ▪ Working together to accomplish common goals ▪ Working together to share ideas ▪ Actively listening to other team members ▪ Supporting not competing with, or blaming, other team members ▪ Working and building relationships with other teams ▪ Recognizing and effectively utilizing the different strengths and skills of individuals within a team
	2 Describe the responsibilities of people working in a team environment	<p>Each member of the team is responsible for:</p> <ul style="list-style-type: none"> ▪ Participating ▪ Respecting other team members ▪ Being open-minded to other team members' ideas ▪ Being prompt ▪ Sharing knowledge ▪ Taking personal accountability for actions ▪ Raising concerns and challenges respectfully and constructively
	3 List the benefits of teamwork	<p>The benefits of teamwork include:</p> <ul style="list-style-type: none"> ▪ Team members buy in to team decisions ▪ Improved morale, motivation and job satisfaction ▪ Increased flexibility of team members ▪ Provision of high quality service ▪ Builds a knowledgeable team ▪ Provides the organization with collective knowledge ▪ Facilitates support of numerous products
	4 Recall the characteristics of successful teams	<p>Successful teams:</p> <ul style="list-style-type: none"> ▪ Have clear goals, objectives and expectations ▪ Encourage trust among team members ▪ Receive support and direction from management ▪ Provide training to other team members ▪ Reward team accomplishments by providing incentives and recognition ▪ Communicate effectively inside and outside the team ▪ Maintain processes and procedures to ensure service quality ▪ Encourage participation in decision making ▪ Allow for the visibility of an individual's performance ▪ Are well regarded within the organization
8 Business Relationships	1 Recall techniques for establishing effective relationships with other parts of the organization	<p>To establish effective relationships with others in your organization:</p> <ul style="list-style-type: none"> ▪ Treat others as you would like to be treated ▪ Treat others in your organization as if they were your customer ▪ Focus on the resolution and avoid blaming others ▪ Understand the responsibilities and roles of other internal organizations ▪ Educate other internal organizations on the role and responsibilities of your team ▪ Take an interest in the role of other teams ▪ Adopt an 'everyone is responsible' attitude ▪ Share information

1 Professionalism		
Topic	Competency	Range of Knowledge
	2 Recall techniques for establishing effective relationships with other team members	<p>To establish effective relationships with other team members:</p> <ul style="list-style-type: none"> ▪ Treat others as you would like to be treated ▪ Remain loyal to your team ▪ Represent the organization well ▪ Share information with other team members ▪ Recognize others for their skills and contributions ▪ Offer help and demonstrate flexibility
	3 Recall techniques for establishing effective relationships with customers	<p>To establish effective relationships with your customers:</p> <ul style="list-style-type: none"> ▪ Understand their needs and manage their expectations ▪ Build rapport ▪ Display empathy ▪ Provide consistent service ▪ Have an understanding of the customer's business ▪ Promote service desk accomplishments ▪ Maintain a service attitude ▪ Take ownership ▪ Be confident ▪ Use appropriate communication methods for different customers ▪ Meet the customer's psychological needs first and then their business needs
9 Cultural Sensitivity and Global Perspective	1 Demonstrate sensitivity and respect for other cultures	<p>Being sensitive to and respecting other cultures means:</p> <ul style="list-style-type: none"> ▪ Accepting and respecting other approaches ▪ Noticing when cultural differences are impacting on any particular situation ▪ Recognizing how you react to different cultures ▪ Avoiding imposing your own values, categories and norms on others ▪ Understanding others from their perspective ▪ Benefiting from the cultural diversity you encounter ▪ Managing the issue while considering the views and opinions of the other person
	2 Recognize the impact of language barriers when handling customers' incidents or service requests	<p>A language barrier can lead to:</p> <ul style="list-style-type: none"> ▪ The analyst misunderstanding the customer's incident or service request ▪ The customer misunderstanding the analyst's instructions ▪ The customer or the analyst becoming frustrated ▪ Poor customer satisfaction and perception of the service desk ▪ Customers seeking other support routes
	3 Recognize when to obtain assistance when supporting a customer whose primary language is different from yours	<p>Obtain assistance to support a customer whose primary language is different from yours when:</p> <ul style="list-style-type: none"> ▪ Frustration levels are increasing ▪ The incident has a significant impact on the organization ▪ There is little or no understanding between the analyst and the customer ▪ When the customer requests to speak with a native language speaker

1 Professionalism		
Topic	Competency	Range of Knowledge
	4 Practise techniques for communicating cross-culturally	<p>To communicate more effectively across cultures:</p> <ul style="list-style-type: none"> ▪ Use appropriate, standard and simple language and speech (e.g. eliminate slang) ▪ Do not use colloquialisms ▪ Moderate the pace and rate of your speech ▪ Speak clearly and do not shout ▪ Verify understanding more often than usual ▪ Let the customer know if you have difficulty communicating with them ▪ Send an e-mail to clarify the conversation ▪ Paraphrase the customer's description of the incident or service request to verify understanding ▪ Use an interpreter ▪ Use remote access tools ▪ Thank the customer for their patience
	5 Recall options for obtaining language assistance	<p>Options for obtaining language assistance include:</p> <ul style="list-style-type: none"> ▪ Translation services ▪ The Internet ▪ PC tools ▪ Translation applications ▪ An interpreter ▪ Other service desk staff who understand the customer's language ▪ Others at the customer's location who understand the language ▪ Using an alternative language that can be understood by both parties

2 Analyst Skills		
Topic	Competency	Range of Knowledge
1 Communication	1 Describe the elements of communication	<p>The elements of communication include:</p> <ul style="list-style-type: none"> ▪ Communicating verbally (e.g. speaking) ▪ Communicating non-verbally (e.g. using gestures) ▪ Listening ▪ Questioning ▪ Writing ▪ Reading
	2 Describe customer differentiation	<p>Customer differentiation means:</p> <ul style="list-style-type: none"> ▪ Listening to the spoken and unspoken messages that customers generate and responding accordingly to ensure their needs are being satisfied ▪ Ensuring that the basic psychological needs of customers are met before addressing their business needs <ul style="list-style-type: none"> ▪ Aim to invest 75% effort to satisfy psychological needs ▪ Aim to invest 25% effort to satisfy business needs ▪ Knowing that unresolved psychological issues can inhibit problem solving
	3 Describe emotional intelligence	<p>Emotional intelligence is the ability to get along with people. It means:</p> <ul style="list-style-type: none"> ▪ Having the ability to identify, assess, and control your emotions ▪ Having the ability to identify, assess, and control the emotions of others ▪ Managing emotions in order to ensure that they do not impair thinking capability
	4 Observe and adopt the organization's communication protocol	<p>Examples of communication protocols include:</p> <ul style="list-style-type: none"> ▪ Using either the customer's title and family name or the customer's first name ▪ Using business terminology and language or being more casual ▪ Engaging or not engaging in social discussion
	5 Recognize barriers to communication	<p>Examples of barriers to communication are:</p> <ul style="list-style-type: none"> ▪ Pace and rate of speech that is too rapid ▪ Previous experience with the service desk or customer ▪ Differences in background, education and training between an analyst and a customer ▪ Mismatch between the competency levels of the analyst and customer ▪ Personal problems ▪ Accent or dialect ▪ Language ▪ Temperament ▪ Asking the wrong questions ▪ Using inappropriate terminology ▪ Background noise ▪ Stress caused as a result of the incident

2 Analyst Skills		
Topic	Competency	Range of Knowledge
2 Verbal and Non-verbal Communication Skills	1 Describe the principal activities of professionally managing a call	<p>The principal activities of professionally managing a call are:</p> <ul style="list-style-type: none"> ▪ Listening to and understanding the customer's description of the incident or service request ▪ Addressing the emotional needs of the customer (showing empathy) ▪ Using open and closed questioning techniques as appropriate for clarification and call control ▪ Speaking clearly and concisely ▪ Focusing on actions to resolve the customer's incident or service request ▪ Using silent time effectively (when an analyst is on the phone with a customer and no resolution work is taking place e.g. a reboot)
	2 Explain the benefits of professionally managing a call	<p>The key benefits of professionally managing a call are that:</p> <ul style="list-style-type: none"> ▪ Incidents are resolved more quickly ▪ Talk time is optimized ▪ Credibility is established for the service desk ▪ The confidence of the analyst is increased ▪ Customer confidence is instilled ▪ Customer expectations are managed ▪ It creates a repeatable service ▪ The level of customer satisfaction is increased
	3 Explain how to use silent time effectively	<p>Use silent time to:</p> <ul style="list-style-type: none"> ▪ Complete the current incident log ▪ Build rapport by engaging in informal communication ▪ Train the customer ▪ Review the issue's history ▪ Communicate information about new releases or service offerings
	4 Explain the principles of good verbal skills	<p>Principles of good verbal skills include:</p> <ul style="list-style-type: none"> ▪ Speaking clearly and concisely ▪ Adapting to the customer's communication style to aid understanding ▪ Minimizing ambiguity ▪ Being professional and not using humour, slang or colloquialisms ▪ Avoiding verbal tics ▪ Respond with appropriate empathy
	5 Explain why adapting to a customer's communication style is important	<p>Adapting to a customer's communication style:</p> <ul style="list-style-type: none"> ▪ Increases comprehension and understanding in order to deliver a satisfactory resolution ▪ Puts the customer at ease ▪ Increases the customer's confidence in the analyst and the service desk
	6 Explain how to adapt to a customer's communication style	<p>To adapt to a customer's communication style:</p> <ul style="list-style-type: none"> ▪ Recognize their level of proficiency ▪ Match their intonation ▪ Match their vocabulary ▪ Use the same level of technical terminology ▪ Regulate the pace of speech to ensure clarity ▪ Adopt their level of formality

2 Analyst Skills		
Topic	Competency	Range of Knowledge
	7 Identify non-verbal communication skills	<p>Non-verbal communication skills include:</p> <ul style="list-style-type: none"> ▪ Body language ▪ Eye contact ▪ Facial expressions
3 Listening Skills	1 Describe paraphrasing and its importance	<p>Paraphrasing means to repeat what the customer said in your own words. Paraphrasing is important because it:</p> <ul style="list-style-type: none"> ▪ Shows the customer that they are being listen to and understood ▪ Gives the customer the opportunity to agree or disagree with the analyst's understanding
	2 Describe the principles of active listening	<p>The principles of active listening include:</p> <ul style="list-style-type: none"> ▪ Being emotionally and physically prepared to listen ▪ Minimizing distractions ▪ Not interrupting and pausing before replying ▪ Documenting and referencing notes ▪ Acknowledging and focussing on the speaker ▪ Using verbal attends ▪ Understanding the real feelings or intentions behind what is said <ul style="list-style-type: none"> ▪ between the lines ▪ Paraphrasing for clarification ▪ Repeating for verification ▪ Listening for tone of voice ▪ Listening for ideas and images, not just words
	3 Explain the benefits of active listening	<p>The benefits of active listening include:</p> <ul style="list-style-type: none"> ▪ Increased analyst ability to identify and address the customer's emotional state ▪ More effective incident analysis ▪ Increased customer satisfaction ▪ It establishes credibility for the analyst and the service desk ▪ Optimized call time ▪ Reduced stress for analysts and customers ▪ Reduced resolution time and increased accuracy
	4 Recognize barriers to listening	<p>Barriers to listening include:</p> <ul style="list-style-type: none"> ▪ Speed of thinking ▪ Outside distractions ▪ Personal bad listening skills ▪ Rationalizing ▪ Transformation of detail ▪ Changing the order of events ▪ Omission
4 Written Communication Skills	1 Recognize why using proper grammar and spelling is important in written communications and documentation	<p>Using proper grammar and spelling is important because it:</p> <ul style="list-style-type: none"> ▪ Reflects well on the organization and the analyst ▪ Allows data to be reused by knowledge management without extensive editing ▪ Demonstrates professionalism ▪ Reduces confusion, misunderstanding and misinterpretation ▪ Provides clarity for issues being passed to other support or resolver teams

2 Analyst Skills		
Topic	Competency	Range of Knowledge
	2 Identify the elements required for writing professional business communications and documentation	<p>To write effective business communications and documentation:</p> <ul style="list-style-type: none"> Use business style language Write clearly and concisely Use proper grammar Use punctuation correctly Take the time to proof read your communication <p>E-mail</p> <ul style="list-style-type: none"> Pay careful attention to the distribution list Avoid using email for any difficult, sensitive or confrontational issues Use plain text and avoid fancy fonts, colours and RTF or HTML specific formatting Use standard headers or footers approved by management Use signature blocks Include the original message with replies, but do not forward an email trail with content not designed for customer consumption Never write something that you do not intend to send or would be uncomfortable with the recipient reading
	3 Identify what to avoid in professional written business communications and documentation	<p>For written communications and documentation:</p> <ul style="list-style-type: none"> Avoid using acronyms Avoid using slang Avoid using colloquialisms Avoid making negative references about other people or organizations <p>For Email, Short Message Service (SMS), Instant Messaging (IM)</p> <ul style="list-style-type: none"> Avoid using SMS (texting) shorthand Avoid single word or short phrase responses (e.g. 'yes' or 'I agree') Avoid using capitalized words – it is the equivalent of shouting Avoid using emoticons
5 Questioning Skills	1 Explain the difference between open and closed questioning	<p>The difference between open and closed questions is:</p> <p>Open questioning:</p> <ul style="list-style-type: none"> Seeks elaboration or narrative Is intended to draw more information from customers <p>Closed questioning:</p> <ul style="list-style-type: none"> Seeks 'yes', 'no', short responses Focuses the customer Is intended to obtain specific information
	2 Explain a structured questioning technique	<p>Structured questioning means:</p> <ul style="list-style-type: none"> Using prescriptive questions in a certain order to ensure accurate arrival at a specific outcome Following a sequenced string of questions, with decision points, to rapidly identify customer issues correctly

2 Analyst Skills		
Topic	Competency	Range of Knowledge
6 Problem Solving Skills	1 Explain the skills required for effective problem solving	<p>The skills required for problem solving include:</p> <ul style="list-style-type: none"> ▪ Creative thinking (thinking outside of the box) ▪ Inductive reasoning ▪ Deductive reasoning ▪ Critical thinking (the ability to analyze and critique in order to redesign, remodel and improve) ▪ Listening and gaining agreement on facts and issues ▪ Knowing the key sources of information for resolution and action ▪ Decision making on solutions and options ▪ Understanding and using appropriate escalation and communications procedures ▪ Understanding when it is appropriate to take initiative and responsibility
	2 List the steps involved in problem solving	<p>The following steps are used in problem solving:</p> <ul style="list-style-type: none"> ▪ Identify the problem <ul style="list-style-type: none"> ▪ What is happening? ▪ Where it is and is not happening? ▪ When it is happening? ▪ What did the customer expect? ▪ Gather detailed data as appropriate ▪ Document the problem ▪ Identify the possible causes of the problem <ul style="list-style-type: none"> ▪ Draw on experience ▪ Search the knowledge base ▪ Prioritize the possible causes ▪ Identify the most probable cause ▪ Test the most probable cause ▪ Perform a root cause analysis ▪ Develop a plan based on the probable cause ▪ Implement the plan <ul style="list-style-type: none"> ▪ Make one change at a time ▪ Minimize the impact to the customer ▪ Know how to back out of implemented changes ▪ Observe and evaluate the results of the plan ▪ Document how the problem was solved in detail ▪ Solve the root cause of the problem in order to eliminate it
7 Rapport Techniques	1 Summarize the benefits of conveying empathy to customers	<p>Benefits of conveying empathy include:</p> <ul style="list-style-type: none"> ▪ Showing customers that their feelings are understood ▪ Creating a rapport with customers ▪ Increased likelihood of eliciting the right information from customers
	2 Recognize common customer emotions or actions that an analyst needs to manage	<p>Common emotions or actions that an analyst may have to manage includes:</p> <ul style="list-style-type: none"> ▪ Frustration ▪ Anger ▪ Defensiveness ▪ A judgemental attitude about IT and the service desk ▪ Irritation ▪ Impatience ▪ Fear ▪ Embarrassment

2 Analyst Skills		
Topic	Competency	Range of Knowledge
	3 Describe methods for acknowledging the customer's emotions	<p>Acknowledge a customer's emotions by:</p> <ul style="list-style-type: none"> ▪ Offering options ▪ Advising the customer that you are familiar with this type of issue ▪ Allowing the customer to completely share their issue ▪ Apologizing for any inconvenience caused to the customer ▪ Giving control to the customer ▪ Letting the customer know that others have experienced this type of issue
	4 Explain techniques for dealing with negative reactions from customers	<p>Techniques for dealing with negative reactions from customers include:</p> <ul style="list-style-type: none"> ▪ Maintain a consistent and professional approach ▪ Use appropriate language ▪ Understand why the reaction is negative ▪ Generally use a formal approach ▪ Avoid the use of emotional or judgemental language ▪ Aim to reduce emotional levels and calm down the customer ▪ Calmly warn them and closing the call if they do not respond and continue to be abusive
8 Conflict Resolution and Negotiation Skills	1 Describe the signs that a conflict is developing	<p>Signs that a conflict is developing include:</p> <ul style="list-style-type: none"> ▪ A change in the customer's tone of voice, rate of speech, volume, or communication style ▪ The customer becomes withdrawn and gives little or no feedback ▪ The use of words showing emotion such as: <ul style="list-style-type: none"> ▪ Frustrated ▪ Angry ▪ Annoyed
	2 Identify appropriate techniques to reduce and eliminate conflict	<p>Techniques to reduce and eliminate conflict include:</p> <ul style="list-style-type: none"> ▪ Active listening ▪ Let the customer vent their emotion appropriately ▪ Refrain from interrupting until there is an opportunity to use a contrived interrupt ▪ Display empathy (unless the customer is irate) ▪ Be respectful ▪ Offer assistance ▪ Find a resolution or identify the next step ▪ Remain positive ▪ Set and manage the customer's expectations ▪ Use the customer's name
	3 Describe the requirements for successful negotiation	<p>The requirements for successful negotiation include:</p> <ul style="list-style-type: none"> ▪ Seek a win-win solution (compromise) ▪ Determine the underlying need ▪ Separate the person from the problem ▪ Acknowledge the benefit of the other person's idea, from their perspective ▪ Recognize that emotions exist and understand how to address them ▪ Set objective criteria to measure results ▪ Recognize the different personality types, emotions and motivations of participants

2 Analyst Skills		
Topic	Competency	Range of Knowledge
9 Call Management Skills	1 Describe and employ the procedure for managing a telephone call	<p>The procedure for managing a telephone call:</p> <ul style="list-style-type: none"> ▪ Prepare for the call <ul style="list-style-type: none"> ▪ Ensure that all the tools you need are readily available ▪ Be physically ready ▪ Be emotionally ready ▪ Greet the customer using a standard greeting ▪ Obtain information from the customer using appropriate questioning skills ▪ Convey empathy ▪ Remain confident ▪ Resolve the issue ▪ Close the call
	2 Identify the elements of a standard telephone greeting	<p>A standard telephone greeting includes:</p> <ul style="list-style-type: none"> ▪ Greet the customer (good morning or good afternoon) ▪ State the organization and/or department e.g. IT service desk ▪ State your name ▪ Offer assistance (e.g. how may I help you?)
	3 Explain the benefits of using a standard greeting	<p>The benefits of using a standard greeting include:</p> <ul style="list-style-type: none"> ▪ Demonstrates a willingness to help the customer ▪ Enhances the image of the service desk ▪ Establishes an atmosphere of trust and respect ▪ Sets the customer's expectations for the call ▪ Puts the analyst in control of the call ▪ Call consistency
	4 Explain the benefits of using the customer's name during the call	<p>The benefits of using the customer's name during the call include:</p> <ul style="list-style-type: none"> ▪ Sets the tone for the call ▪ Demonstrates you are listening and giving them personal attention ▪ Builds a rapport between the analyst and the customer ▪ Captures the customer's attention ▪ Contributes to a positive first impression of the service desk
	5 Explain techniques for keeping the customer's attention focused on the resolution	<p>Keep the customer's attention focused on the resolution by:</p> <ul style="list-style-type: none"> ▪ Requesting that the customer completes the steps with you ▪ Asking closed questions to direct the conversation ▪ Encouraging the customer to paraphrase the steps to ensure understanding ▪ Using the opportunity to improve the customer's skills
	6 Describe the technique for dealing with interactions related to unsupported items	<p>To manage and redirect interactions related to unsupported items:</p> <ul style="list-style-type: none"> ▪ Maintain a positive service attitude ▪ Be polite and helpful ▪ Explain which services are offered and/or supported ▪ Provide alternatives for resolving the issue within the constraints of the business guidelines ▪ Know where to route the call

2 Analyst Skills		
Topic	Competency	Range of Knowledge
	7 Explain the habits and situations to avoid when interacting with a customer	<p>When interacting with a customer avoid:</p> <ul style="list-style-type: none"> ▪ Asking the customer to repeat information that has already been documented ▪ Continuing another conversation while answering a call ▪ Background noise ▪ Eating or chewing gum ▪ Extended hold times ▪ Multiple transfers ▪ Using acronyms, slang, colloquialisms or terms of endearment (e.g. 'honey', 'dear', 'mate', 'love', or 'pal') ▪ Placing customers on hold without obtaining their consent ▪ Being drawn into an argument ▪ Starting another conversation before the call is disconnected
	8 Describe the correct procedure for placing a customer on hold	<p>When placing a customer on hold:</p> <ul style="list-style-type: none"> ▪ Ask for permission to place them on hold ▪ Communicate a valid reason for putting them on hold ▪ Give the customer a reasonable time frame for getting back to them ▪ Realize that the perception of the hold-time is much greater than the actual hold-time ▪ Regularly update them about the wait-time ▪ Thank them for holding
	9 Describe the correct procedure for transferring a customer's call	<p>When transferring a customer's telephone call:</p> <ul style="list-style-type: none"> ▪ Provide a valid reason for the transfer ▪ Ask them for permission to transfer the call ▪ Provide them with your contact details in case the call does not transfer ▪ Explain the circumstances of the call and all relevant information to the receiving party ▪ Avoid cold transfers - transfers where there is no human handover
	10 Describe the correct procedure for leaving a voice message	<p>When leaving a voice message:</p> <ul style="list-style-type: none"> ▪ Leave your name, the date and time of the call and your contact information ▪ Give a call or incident reference number ▪ State the purpose of the call ▪ Describe any customer action required
	11 Explain how to deal with an abusive customer	<p>When dealing with an abusive customer:</p> <ul style="list-style-type: none"> ▪ Maintain professionalism ▪ Politely warn that the call will be terminated or transferred if the abuse persists ▪ Inform your manager of the abuse ▪ Refer to the organization's procedures that reference this type of situation

2 Analyst Skills		
Topic	Competency	Range of Knowledge
	12 Explain how to deal with an inconvenienced customer	<p>When dealing with an inconvenienced customer:</p> <ul style="list-style-type: none"> ▪ Listen and do not make excuses ▪ Apologize for any poor service (if necessary) ▪ Take ownership and honour your commitments ▪ Resolve the issue ▪ Offer the customer something extra such as a follow up call or a tip sheet
	13 Explain how to deal with a rambling customer	<p>When dealing with a rambler:</p> <ul style="list-style-type: none"> ▪ Wait a reasonable time for the customer to finish, then use a contrived interrupt ▪ Acknowledge the customer and the information ▪ Take control of the conversation <ul style="list-style-type: none"> ▪ Use their name to gain their attention ▪ Ask closed questions to gain the required information
	14 Explain how to deal with an emotional customer	<p>When dealing with an emotional customer:</p> <ul style="list-style-type: none"> ▪ Use their name ▪ Empathize with them ▪ Encourage the customer to focus on the incident or service request, not the emotion
	15 Explain how to manage a reluctant closer	<p>To manage a reluctant closer:</p> <ul style="list-style-type: none"> ▪ Recognize that they are prolonging contact to prove it was not their error ▪ Reassure the customer ▪ Use their name ▪ Use closed questions ▪ Recap clearly on how the error occurred including the steps taken by both the analyst and the customer to reduce future impact ▪ Thank the customer for their time
	16 Describe how to professionally disengage from a support call	<p>To professionally disengage from a support call:</p> <ul style="list-style-type: none"> ▪ Use the customer's name ▪ Use closed questions to lead the customer to closure ▪ Set the customer's expectation for any follow-up ▪ Ask if the customer has any other questions ▪ Thank the customer for calling ▪ Say goodbye and mean it, but allow the customer to hang up first
10 Stress Management	1 Describe stress	<p>Stress is a state of mental or emotional strain resulting from adverse or demanding circumstances which can affect both your body and your mind.</p> <p>Stress is a natural reaction and may have either a positive or negative impact.</p>

2 Analyst Skills		
Topic	Competency	Range of Knowledge
	2 List some common causes of stress	<p>Some common causes of stress are:</p> <ul style="list-style-type: none"> ▪ Change ▪ Too much work for available resources ▪ Not enough time or ineffective use of time ▪ Lack of skills, knowledge or appropriate training ▪ Bad management ▪ Lack of self-confidence ▪ Tight scheduling ▪ Inadequate rest ▪ Personal life situations
	3 Describe some common symptoms of stress	<p>Some common symptoms of stress include:</p> <p>Physical such as:</p> <ul style="list-style-type: none"> ▪ Increased respiration and perspiration ▪ Redness of face ▪ Nervous behaviours ▪ Weight loss or gain <p>Psychological such as:</p> <ul style="list-style-type: none"> ▪ Inability to concentrate ▪ Over reaction ▪ Mood swings
	4 Recall techniques for managing stress	<p>Some of the main techniques for managing stress are:</p> <ul style="list-style-type: none"> ▪ Recognizing signs of stress in yourself and others ▪ Prioritizing goals and setting realistic expectations ▪ Managing your time ▪ Making time for yourself ▪ Taking your breaks at work ▪ Talking about how you are feeling and your concerns ▪ Broaden your interests, take up a new sport or hobby ▪ Using breathing techniques ▪ If possible, take a short break after a difficult call/situation ▪ Maintaining a healthy work-life balance ▪ See a Doctor if symptoms continue or affect your well-being ▪ Take a holiday or short break ▪ Physical exercise
11 Time Management	1 Explain what multi-tasking means in a support environment	<p>Multi-tasking in a support environment includes having the ability to:</p> <ul style="list-style-type: none"> ▪ Switch tasks frequently ▪ Handle frequent changes ▪ Prioritize multiple tasks throughout the day with minimal supervision ▪ The ability to handle multiple incidents, potentially at different stages of the incident life cycle ▪ Organize work effectively

2 Analyst Skills		
Topic	Competency	Range of Knowledge
	2 Recall techniques to improve time management	<p>Techniques to improve time management include:</p> <ul style="list-style-type: none"> ▪ Identify and action the most important items first in accordance with defined priorities ▪ Prioritize everyday tasks to ensure that you are spending your time on the right tasks ▪ Be more efficient when performing routine tasks ▪ Accurately estimate and plan how long non-routine tasks take ▪ Avoid the 'read and defer' cycle ▪ Use a time management tool ▪ Document all personal and business tasks in detail ▪ Escalate hierarchically when there is a priority conflict which does not fall within a known procedure
12 Positive Approach and Attitude	1 Recognize the differences between assertive, aggressive and passive behaviour	<p>People who exhibit passive behaviour</p> <ul style="list-style-type: none"> ▪ Do not express their needs, opinions or feelings ▪ Apologize when it is not their fault ▪ Do not respect their own rights ▪ Believe they don't have a right to ask for what they want ▪ Avoid conflict, even when it affects their comfort <p>People who exhibit aggressive behaviour</p> <ul style="list-style-type: none"> ▪ Only respect their own needs, opinions, or feelings ▪ Do not apologize, even when it is their fault ▪ Do not respect the rights of others ▪ Believe that others do not have the right to ask for what they want ▪ Avoid discomfort, even at the risk of conflict <p>People who exhibit assertive behaviour</p> <ul style="list-style-type: none"> ▪ Respect the needs, opinions, and feelings of both their own and other people's ▪ Apologize when at fault, but also allow others to take responsibility for their own actions ▪ Respect their own rights and the rights of others ▪ Feel comfortable asking for what they need or want ▪ Deal with conflict in a mature way
	2 Explain why demonstrating confidence is important	<p>Demonstrating confidence:</p> <ul style="list-style-type: none"> ▪ Establishes credibility ▪ Puts the customer at ease and lets them know they are in safe hands ▪ Encourages customers to return ▪ Enhances the reputation of the service desk ▪ Increases customer satisfaction ▪ Puts the analyst in control of the call
	3 Recognize how confidence is demonstrated over the phone	<p>Confidence is demonstrated over the phone by:</p> <ul style="list-style-type: none"> ▪ Speaking with assurance and not being tentative ▪ Using positive language and tone of voice ▪ Smiling and exhibiting good posture ▪ Using your available resources ▪ Admitting what you don't know without compromising confidence ▪ Taking ownership of the issue

3 Process		
Topic	Competency	Range of Knowledge
1 Process Management	1 Explain process management	<p>Process management is:</p> <ul style="list-style-type: none"> ▪ Designing, implementing and maintaining processes that are sustainable, measurable and repeatable ▪ Planning and monitoring the performance of a process
	2 Explain process and procedure	<p>The definitions of process and procedure are:</p> <ul style="list-style-type: none"> ▪ A process comprises the high-level activities to be undertaken ▪ A procedure is the detailed description of the way the process will be carried out
	3 Explain the importance of documenting processes and procedures	<p>Documenting processes and procedures:</p> <ul style="list-style-type: none"> ▪ Encourages adherence to processes and procedures ▪ Assists with auditing ▪ Assists with dispute resolution depending on circumstances ▪ Clearly defines roles and responsibilities ▪ Allows others to perform tasks when key people are not available ▪ Assists the service desk in adapting to changes ▪ Shares knowledge ▪ Enhances the provision of faster and more accurate resolutions to interactions ▪ Assists in continual service improvement initiatives
	4 Explain the importance of following processes and procedures	<p>Following documented processes and procedures:</p> <ul style="list-style-type: none"> ▪ Ensures consistent service delivery ▪ Improves efficiency, effectiveness and productivity ▪ Enables new staff to become effective more quickly ▪ Promotes transparency ▪ Builds the analyst's confidence in their ability to professionally manage a call
2 Incident Management	1 Describe an incident	<p>An incident is an unplanned interruption to an IT service or a reduction in the quality of an IT service. Failure of a configuration Item that has not yet impacted service is also an incident; for example, failure of one disk from a mirror set.</p>
	2 Explain the responsibility and objectives of the incident management process	<p>Incident management manages incidents throughout their life-cycle and ensures that following an incident, services are restored as soon as possible so that the impact on the availability and quality of service is minimized.</p> <p>The primary objectives of incident management are:</p> <ul style="list-style-type: none"> ▪ To restore normal service operations as quickly as possible ▪ To minimize the adverse impact on business operations ▪ To ensure the best possible levels of service quality and availability are maintained
	3 List the basic activities of the incident management process	<p>The basic activities of the incident management process include:</p> <ul style="list-style-type: none"> ▪ Incident identification ▪ Incident logging ▪ Incident categorization ▪ Incident prioritization ▪ Initial diagnosis

3 Process		
Topic	Competency	Range of Knowledge
		<ul style="list-style-type: none"> ▪ Investigation and diagnosis ▪ Functional and hierarchic escalation ▪ Communicating the progress of incidents to customers ▪ Resolution and recovery ▪ Owning and monitoring until they are closed ▪ Closing incidents ▪ Tracking and reporting
	4 Describe the role of the Service Desk and Support Analyst in the incident management process	<p>In the incident management process the analyst is responsible for:</p> <ul style="list-style-type: none"> ▪ Logging and documenting all incidents ▪ Resolving the incident or escalating to the appropriate resolver group in the resolution process ▪ Ensuring resolver groups have the appropriate and correct information ▪ Following up on reported incidents ▪ Closing the incident
	5 Explain the benefits of the incident management process	<p>The benefits of the incident management process include:</p> <ul style="list-style-type: none"> ▪ Reduced impact of incidents on the business ▪ Improved staff utilization ▪ Improved resolution times (reduces down-time) ▪ Provides consistency to the categorization and prioritization of incidents ▪ Provides a system wide view of incidents encountered ▪ Manages an incident from beginning to end ▪ Identifies points of failure ▪ Facilitates proactive communication ▪ Helps to prevent future incidents ▪ Facilitates continual service improvement ▪ Assists in the provision of accurate management information ▪ Assists in the identification of incident trends and work-flows
3 Incident Recording	1 Identify the primary reasons for logging an incident	<p>Logging an incident:</p> <ul style="list-style-type: none"> ▪ Creates an audit trail of customer interactions ▪ Provides information for trend analysis ▪ Provides information on call types and frequencies ▪ Provides data to perform a root cause analysis ▪ Provides data for other team members ▪ Provides reusable content for the knowledge base ▪ Allows the service desk to create an information check-list or FAQ ▪ Documents the workload of the service desk ▪ Influences on-going service and process improvement
	2 List the procedure for and information required when logging an incident	<p>The procedure for and information required when logging an incident:</p> <ul style="list-style-type: none"> ▪ Identify and log the customer's name ▪ Verify the customer's eligibility for or entitlement to service ▪ Verify and log the customer's contact information (e.g. phone number and e-mail address)

3 Process		
Topic	Competency	Range of Knowledge
		<ul style="list-style-type: none"> ▪ Identify and log the correct category of the call ▪ Identify and log the priority of the incident (based on impact and urgency) ▪ Confirm the description of the incident's symptoms with the customer and log the facts and details ▪ Identify and log any special requirements ▪ Identify and log related incidents, problems or known errors ▪ Escalate the call to the relevant group or third party if necessary, inform the customer and update the log ▪ Log the steps taken and any attempted and successful resolutions ▪ Resolve the incident or set the customer's expectations for the next contact ▪ Log the steps to be taken after the call, any commitments made and the next contact date ▪ Provide the customer with a unique reference number and written confirmation of the next contact date ▪ Log the resolution time and date ▪ Log the closure date and time
	3 Explain how to determine the priority of an incident	<p>The priority of an incident is determined by:</p> <ul style="list-style-type: none"> ▪ The business impact on the organization ▪ The urgency of the incident ▪ The SLA specification ▪ The number of people affected ▪ The service desk's priority allocation operating procedure ▪ The service desk's ability to provide a workaround (i.e. the ability to find a temporary solution to the incident)
	4 List the steps required to close an incident	<p>To close an incident:</p> <ul style="list-style-type: none"> ▪ Set the customer's expectations for the follow-up ▪ Ensure the customer is satisfied with the resolution/closure details ▪ Summarize the incident's resolution and/or steps to take ▪ Ask if the customer has any other questions ▪ Thank the customer for contacting the service desk ▪ Provide the customer with written confirmation of the resolution if appropriate ▪ Email a customer satisfaction survey in accordance with the feedback procedure ▪ Update the incident log with appropriate information ▪ Close the incident
4 Request Fulfilment	1 Explain the responsibility of the request fulfilment process	Request fulfilment is the process responsible for managing the life-cycle of all service requests.
	2 Describe a service request	A service request is a request from a customer for information, advice, a standard change or for access to an IT service i.e. to reset a password, or to provide standard IT services for a new customer. Service requests are usually handled by the service desk, and do not require a request for change to be submitted.

3 Process		
Topic	Competency	Range of Knowledge
	3 Explain the objectives of request fulfilment	<p>The objectives of request fulfilment are:</p> <ul style="list-style-type: none"> ▪ To provide a channel for customers to request and receive services ▪ To offer standard services for which a pre-defined approval and qualification process exists ▪ To provide information to customers about the availability of services and the procedure for obtaining them ▪ To source and deliver the components of requested standard services (e.g. licences and software media) ▪ To assist with general information, complaints or comments
5 Escalation	1 Explain the two escalation procedures	<p>There are two types of escalation, functional escalation and hierarchic escalation.</p> <ul style="list-style-type: none"> ▪ Functional Escalation Transferring an incident, service request, problem or change to a technical team with a different level of expertise to assist in the resolution ▪ Hierarchic (management) Escalation Informing or involving more senior levels of management to assist in the resolution
	2 Identify possible circumstances in which escalation is appropriate	<p>A functional escalation is appropriate when:</p> <ul style="list-style-type: none"> ▪ The analyst does not have the expertise to resolve the issue ▪ The analyst does not have the permissions, responsibility or authority to resolve the issue ▪ The support model indicates that this issue should be dealt with by another party ▪ The time required to work on the issue is prohibitive to service desk support <p>Hierarchic escalation is appropriate when:</p> <ul style="list-style-type: none"> ▪ The customer asks to speak to a manager ▪ An outage occurs that affects business revenue or reputation ▪ No existing workaround is available and the issue affects the business ▪ The issue has a critical impact on the business

3 Process		
Topic	Competency	Range of Knowledge
6 Status Updates	1 Explain why the status update procedure is important	<p>Keeping the customer informed of status changes is important because:</p> <ul style="list-style-type: none"> ▪ The customer feels important and valued ▪ The customer is aware that resources are being used to address the situation ▪ Customer satisfaction is improved ▪ Employee productivity increases and interruptions for status updates are completed on a schedule ▪ The customer does not waste time chasing the service desk ▪ It reduces inbound service desk call volumes ▪ It helps to exceed the customer's expectations ▪ It encourages service desk use
	2 List what information to provide in a status update	<p>When providing customers with a status update:</p> <ul style="list-style-type: none"> ▪ Include the current status ▪ Include the incident reference number ▪ Include the service desk contact details ▪ Include the next steps or scheduled tasks ▪ Include the time-frame and the date and time of the next status update ▪ Agree on a call-back time ▪ Set commitment boundaries that you know you can deliver ▪ Only make commitments on behalf of organizations that are included in the service level agreement ▪ Use the service level agreement as the commitment outline
7 Problem Management	1 Describe a problem	A problem is a cause of one or more incidents. The cause is not usually known at the time a problem record is created and the problem management process is responsible for further investigation.
	2 Explain the responsibility of the problem management process	<p>Problem management is the process responsible for managing problems throughout their life-cycle in order to:</p> <ul style="list-style-type: none"> ▪ To prevent incidents from happening ▪ To minimize the impact of incidents that cannot be prevented
	3 Explain the objectives of problem management	<p>The objectives of problem management are to:</p> <ul style="list-style-type: none"> ▪ To minimize the adverse impact of incidents and problems on the business caused by errors in the IT infrastructure ▪ To prevent the recurrence of incidents related to those errors ▪ To minimize the impact of incidents that cannot be prevented ▪ To determine the root cause of incidents and initiate actions to improve or correct the situation
	4 Explain the service desk's responsibilities in the problem management process	<p>Although the service desk is not usually responsible for problem management, it contributes the following:</p> <ul style="list-style-type: none"> ▪ Highlighting to problem management recurring incidents with no long term fix ▪ Ensuring incident information is accurately logged in order to assist problem management to diagnose the underlying cause ▪ Working with technical teams when appropriate to

3 Process		
Topic	Competency	Range of Knowledge
		<p>diagnose problems</p> <ul style="list-style-type: none"> Using service knowledge base entries (workarounds) to assist with fast resolution of recurring or routine incidents
	5 Recall the primary activities of the problem management process	<p>The activities in the problem management process are:</p> <ul style="list-style-type: none"> Problem detection Problem logging Categorization Prioritization Investigation and diagnosis Creation of a known error record Resolution Raising a request for change Closure Major problem review
	6 List the conditions required for raising a problem record	<p>The conditions required for raising a problem record are:</p> <ul style="list-style-type: none"> Multiple occurrences of similar symptoms Single occurrences where no workaround or fix can be provided Sequence of symptoms is predictable and recurring All available resources have been exhausted Results of diagnosis indicate an issue on the infrastructure
	7 Explain what is meant by reactive and proactive problem management	<p>A reactive problem management process is concerned with solving problems in response to one or more incidents.</p> <p>The objective of proactive problem management is to identify problems that might otherwise be missed. Proactive problem management analyzes incident records and uses data collected by other IT service management processes to identify trends or significant problems.</p>
8 Change Management	1 Explain the responsibility of the change management process	Change management is the process responsible for controlling the life-cycle of all changes.
	2 Identify the objectives of change management	<p>The objectives of change management are to ensure that:</p> <ul style="list-style-type: none"> Beneficial changes are made with minimum disruption to IT services Standardized methods and procedures are used for efficient and prompt handling of all changes All changes to service assets and configuration items are recorded in the configuration management system Overall business risk is optimized
	3 List the activities in the change management process	<p>Change management activities include:</p> <ul style="list-style-type: none"> Recording Acceptance and filtering Classification Change approval Change assessment and evaluation Change building, testing and implementation Planning and scheduling of changes Authorization

3 Process		
Topic	Competency	Range of Knowledge
		<ul style="list-style-type: none"> ▪ Remediation planning (roll-back/back-out plan) ▪ Post implementation review
	4 List the types of change	<p>The change types are:</p> <ul style="list-style-type: none"> ▪ Standard change ▪ Normal change ▪ Emergency change
	5 Explain the service desk's responsibilities in the change management process	<p>The service desk's responsibilities in the IT change management process are:</p> <ul style="list-style-type: none"> ▪ To log changes as requested ▪ To participate in the assessment of risk as requested ▪ To be aware of what changes are scheduled in order to identify if they might be the cause of incidents or problems ▪ To appropriately escalate incidents that may be caused by changes ▪ To communicate planned system downtime and interruptions to customers ▪ To halt changes that will negatively impact on service
9 Service Level Management	1 Explain the responsibility of the service level management process	Service level management (SLM) is an approach for optimizing and providing cost effective delivery and support of IT services aligned to business requirements. It is the process responsible for negotiating service level agreements and operational level agreements and for ensuring that they are met. It also links with supplier management to ensure underpinning contracts support the agreed service level targets defined in the service level agreement.
	2 Explain the objectives of service level management	<p>The objectives of service level management are to:</p> <ul style="list-style-type: none"> ▪ Ensure that IT and its customers have a clear and unambiguous expectation of the level of service to be delivered ▪ To monitor and report on IT service levels ▪ To monitor and improve the quality of service delivered in order to increase customer satisfaction
	3 Explain the purpose of a service level agreement (SLA)	A service level agreement (SLA) is an agreement between the customer and the service provider to ensure that service targets are documented and agreed. It sets the expectations of the customer and service provider, minimizing conflicts and improving satisfaction. It is not a legally binding document.
	4 Identify the typical content of a service level agreement that is relevant to the service desk (SLA)	<p>The typical content of an SLA that is relevant to the service desk includes:</p> <ul style="list-style-type: none"> ▪ A description of the service ▪ The service delivery model used ▪ The types and quality of services provided ▪ The level of services (e.g. response time and hours of operation) ▪ Maintenance schedules for IT services ▪ Charging/costs for IT services ▪ The methods used for measuring and reporting compliance with the agreement ▪ The procedure for dealing with conflict between the customer and the service provider

3 Process		
Topic	Competency	Range of Knowledge
	5 Describe an operational level agreement (OLA)	<p>An operational level agreement (OLA) is an agreement between an IT service provider and another part of the same organization. An OLA supports the IT service provider's delivery of IT services to customers. The OLA defines the goods or services to be provided and the responsibilities of both parties. For example there could be an OLA:</p> <ul style="list-style-type: none"> ▪ Between the IT service provider and a procurement department to obtain hardware in agreed time-scales ▪ Between the service desk and a support group to provide incident resolution in agreed time-scales
	6 Describe an underpinning contract (UC)	<p>An underpinning contract is a legally binding contract with an external supplier covering delivery of services that support the IT organization in delivering its services. It includes details of the service deliverables and their overriding performance criteria.</p>
	7 Describe the objectives of service catalogue management	<p>The objectives of service catalogue management are to:</p> <ul style="list-style-type: none"> ▪ Provide consistent information about all agreed services to all authorized persons ▪ Ensure that the catalogue is produced and maintained ▪ Ensure that the catalogue contains accurate information about status, interfaces and other dependencies for all operational services and those being prepared for operation
	8 List the basic requirements to include for each service in a service catalogue	<p>A service catalogue is a written statement of IT services, default levels and options. It is also used by the IT department to define the components of the service delivery structure. The basic requirements to detail in a service catalogue entry include:</p> <ul style="list-style-type: none"> ▪ The service name ▪ The description of the service ▪ The SLAs and service deliverables in place ▪ The customers entitled to the service ▪ How to get support ▪ The hours the service is available ▪ The hours the service is supported ▪ How to get the service if you don't already have it ▪ IT resolver group ownership of the various service components ▪ First-line, second-line and third-line support responsibilities ▪ Escalation points ▪ Sources and links to relevant supporting documentation
10 Service Delivery Models	1 List the various service delivery models using different types of sourcing	<p>The various options for a service model using different types of sourcing</p> <ul style="list-style-type: none"> ▪ Internally resourced ▪ Outsourced ▪ Insourced <ul style="list-style-type: none"> ▪ re-establishment of a service in-house following previous outsourcing ▪ increasing the scope of the internally resourced service desk
11 Knowledge	1 Explain the	The process responsible for gathering, analysing, storing and sharing knowledge and information within an

3 Process		
Topic	Competency	Range of Knowledge
Management	responsibility of knowledge management process	organization. The primary purpose of knowledge management is to improve efficiency by reducing the need to rediscover knowledge.
	2 Explain why knowledge management is important to a service desk	<p>Knowledge management:</p> <ul style="list-style-type: none"> ▪ Provides a framework for collaboration ▪ Provides knowledge for customers and service desk staff ▪ Reduces training time for new service desk staff ▪ Increases productivity ▪ Builds a rapport and establishes credibility between the various teams supporting the customers ▪ Provides the customer with correct, consistent and current information ▪ Reduces the dependency on second and third-line technical staff to rediscover resolutions ▪ Lowers the overall cost of support ▪ Can increase the speed of resolution
	3 Recall why it is important to maintain knowledge	Maintaining knowledge ensures that the service desk has timely access to relevant, up-to-date and appropriate information.
12 Security Management	1 Explain the responsibility of the IT security management process	<p>IT security management is the process responsible for ensuring that all of an organization's data is protected such as:</p> <ul style="list-style-type: none"> ▪ Personal data ▪ Corporate data ▪ Financial data ▪ Intellectual properties
	2 Recognize the importance of security policies	<p>It is important to have security policies in place in order to:</p> <ul style="list-style-type: none"> ▪ Protect the organization and customer from unauthorized access ▪ Protect data integrity ▪ Protect corporate assets ▪ Ensure compliance with legal requirements ▪ Address security with third parties (suppliers) ▪ Ensure staff awareness of their responsibilities regarding security ▪ Ensure that security management is designed into services, processes, and procedures
	3 Explain the service desk's responsibilities in the security management process	<p>The service desk's responsibilities in the security management process include:</p> <ul style="list-style-type: none"> ▪ Confirming the identity of customers ▪ Password resets ▪ Login resets ▪ Requests for access ▪ Advising on the correct use of IT in relation to the IT security policy ▪ Informing the security manager of any security incidents

3 Process		
Topic	Competency	Range of Knowledge
	4 Identify types of security policies	<p>Security policies include:</p> <ul style="list-style-type: none"> ▪ Password reset requirements ▪ Compliance with international /regional regulatory and legislative requirements ▪ Access rights to all information ▪ Physical access to facilities ▪ Internet access ▪ E-mail policies ▪ Anti-virus ▪ Firewall ▪ Remote access
	5 Explain the importance of reporting security compromises	<p>Reporting security compromises:</p> <ul style="list-style-type: none"> ▪ Protects the organization and the customer ▪ Identifies the offender ▪ Alerts customers to possible security threats ▪ Helps in the resolution of security incidents
	6 Explain the importance of legal compliance	<p>Legal compliance:</p> <ul style="list-style-type: none"> ▪ Protects identity information ▪ Protects the organization's assets ▪ Protects the organization from legal liability ▪ Includes notifying management about legal questions
	7 Explain the importance of software licence management	<p>It is essential to maintain an inventory of all software licenced by the organization order to:</p> <ul style="list-style-type: none"> ▪ Identify software that is over or under-licenced in order to manage costs by cancelling or reallocating unused licences ▪ Avoid penalties for non-compliance of software licencing
	8 Recognize the importance of confidentiality	<p>Confidentiality:</p> <ul style="list-style-type: none"> ▪ Protects the customer and organization from theft and/or information abuse ▪ Protects the customer from any embarrassment ▪ Supports the organization's legal compliance requirements
13 IT Service Continuity Management	1 Explain the responsibility of the IT service continuity management process	IT service continuity management is responsible for managing risks to ensure that the IT organization can continue to provide its services, operating to a predetermined minimum level required to support business continuity, in the event of a crisis.
	2 List the key components of an IT service continuity management plan	<p>The key components of an IT service continuity management plan include:</p> <ul style="list-style-type: none"> ▪ What services are most critical to the organization ▪ How the service desk will maintain critical services to customers with minimal disruption to them ▪ How to eliminate single points of failure ▪ The provision for both short and long-term countermeasures to reduce the impact of disasters (these need to be tested on a regular basis) ▪ What information and services customers need to have in place in order to access the services they require
14 Quality Management	1 Explain the responsibility of the	Quality assurance is the process responsible for ensuring a product, service or process is fit for purpose and that it

3 Process		
Topic	Competency	Range of Knowledge
	quality assurance (QA) process	continues to provide its intended value, in order to identify areas for improvement for the service desk and for individuals.
	2 List the common QA practices used by a service desk	Common QA practices used by a service desk include: <ul style="list-style-type: none"> Monitoring <ul style="list-style-type: none"> Call monitoring Monitoring of incident/service request Monitoring of other interactions Key performance indicator monitoring Knowledge monitoring Customer satisfaction Employee satisfaction Round tables Focus groups
	3 Identify methods for monitoring calls	Examples of methods for monitoring calls include: <ul style="list-style-type: none"> Live service observations, where a reviewer sits with the analyst and listens in on the call Remote service observations in which a reviewer listens to live calls where the analyst is not aware that the call is being evaluated Call recording and evaluation Follow-up calls Customer satisfaction surveys
	4 Describe what is meant by interaction monitoring	Interaction monitoring is the term used to describe a formal review of all interactions recorded in the service management system in order to ascertain whether the relevant information is collected and documented and acted on in accordance with the service level agreement (SLA).
	5 Identify methods for monitoring interactions	Examples of methods for monitoring interactions include: <ul style="list-style-type: none"> Regular reviews of the service management system logs Regular reviews of the audit trails of all communication channels used
15 Customer Satisfaction Surveys	1 Explain the purpose and objectives of customer satisfaction surveys	The purpose of conducting customer satisfaction surveys is to determine customer perception of the products and services that the IT organization and the service desk deliver, and to determine whether they are meeting customer expectations. The objectives are to: <ul style="list-style-type: none"> Identify what customers feel is important Identify areas for improvement Benchmark and trend customer satisfaction Assist in developing new products and services based on customer needs
	2 Describe the three most common types of surveys and the importance of each type	On-going (event) surveys: <ul style="list-style-type: none"> Are completed as soon as possible after a call is closed; are typically short and can be completed quickly They measure the quality of a single call or incident Are used to trend customer satisfaction between annual surveys and measure the impact of changes in processes, procedures, products or services Annual or periodic surveys:

3 Process		
Topic	Competency	Range of Knowledge
		<ul style="list-style-type: none"> ▪ Are planned and scheduled on a periodic basis (normally annually) ▪ Are used to evaluate overall satisfaction levels with the service desk products, service offerings and staff ▪ Identify changes to processes, procedures, products or services that customers feel would improve their relationship with the service desk and meet their needs better ▪ Are based on the customer's perception of the service desk over the last year or period <p>One-time surveys:</p> <ul style="list-style-type: none"> ▪ Are not scheduled at regular intervals ▪ Are scheduled for a specific reason ▪ Are appropriate for evaluating satisfaction levels with current or new products and service offerings ▪ For identifying changes that customers feel are important
16 Service Desk Measurements (Metrics) and Statistics	1 Explain the reason for compiling service desk metrics	Metrics are standard measurements by which efficiency, performance, progress, or quality of a plan, process, or product can be assessed. When combined together they can demonstrate the value of the service desk, as well as identify productivity issues to help manage staffing levels.
	2 Identify common service desk measurements	<p>Common measurements include:</p> <ul style="list-style-type: none"> ▪ Average time to respond ▪ Abandon rate ▪ First contact resolution rate ▪ First level resolution ▪ Percentage of incidents resolved within service level agreement ▪ Percentage of re-opened incidents ▪ Average resolution time by priority ▪ Average resolution time by category ▪ Customer satisfaction statistics ▪ People satisfaction statistics

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4 Supported Technologies and Enabling Tools

Topic	Competency	Range of Knowledge
1 Service Desk Infrastructure	1 List common technologies used in the service desk	<p>Common technologies used in the service desk include:</p> <ul style="list-style-type: none"> ▪ Telephony systems <ul style="list-style-type: none"> ▪ Automated Call Distribution (ACD) ▪ Voice-over-Internet Protocol (VoIP) ▪ Computer Telephony Integration (CTI) ▪ Voicemail ▪ Interactive Voice Response (IVR) ▪ Automatic Voice Recognition (AVR) ▪ Short Message Service (SMS) ▪ Call management (reporting) ▪ Service management tools <ul style="list-style-type: none"> ▪ Incident management ▪ Problem management ▪ Change management ▪ Configuration management ▪ Knowledge management ▪ Internet technology <ul style="list-style-type: none"> ▪ Remote access/control/collaboration tools ▪ Instant Messaging (IM) ▪ Self-service (on-line logging) ▪ Self-help ▪ On-line live chat ▪ Social media ▪ Self-Healing ▪ E-mail management ▪ Broadcast systems: <ul style="list-style-type: none"> ▪ Monitor boards ▪ Paging systems ▪ Alert systems ▪ Incident detection systems\pro-active alert or monitoring systems such as SCOM; CMDB; Wallboards ▪ Wireless devices
	2 Identify methods used for service support delivery	<p>Methods used for service support delivery include:</p> <ul style="list-style-type: none"> ▪ Assisted service <ul style="list-style-type: none"> ▪ Telephone ▪ Desk side ▪ Electronic <ul style="list-style-type: none"> ▪ Remote control ▪ Instant messaging (IM) ▪ E-mail ▪ On-line live chat ▪ Social Media ▪ Self-service <ul style="list-style-type: none"> ▪ Self-logging applications ▪ Self-help applications ▪ Knowledge bases ▪ Interactive Voice Response (IVR) ▪ On-line documentation, tutorials
	3 Explain the advantages of remote control support	<p>Remote control support has the following advantages:</p> <ul style="list-style-type: none"> ▪ Incidents are visible to the analyst ▪ Is time effective ▪ Faster resolution of incidents and service requests ▪ Fewer incidents are escalated ▪ Improves first contact resolution ▪ Provides an opportunity for training customers to be self-sufficient ▪ May offer a better customer experience improving satisfaction

4 Supported Technologies and Enabling Tools		
Topic	Competency	Range of Knowledge
	4 Recognize common disadvantages of remote support	<p>Common disadvantages of remote control support are:</p> <ul style="list-style-type: none"> ▪ Security ▪ Insufficient bandwidth ▪ Access conflicts ▪ Silent time ▪ Over dependence by customers and analysts reducing skills over time ▪ Customers may feel excluded unless they are kept verbally informed of the steps being taken during the remote control session
	5 Recognize the benefits of using chat and instant messaging	<p>Examples of the benefits of on-line chat and instant messaging:</p> <ul style="list-style-type: none"> ▪ Provides customers and other service desk staff with another channel of communication ▪ Negates the effect of misunderstanding accents from overseas desks ▪ Allows for a private dialogue with colleagues ▪ Fosters relationships with remote colleagues and customers ▪ Delivers an immediate response
2 Computing	1 List basic network components	<p>Basic network components include:</p> <ul style="list-style-type: none"> ▪ Servers ▪ Hubs/switches ▪ Routers ▪ Virtual Private Networks (VPN)
	2 Explain the difference between a personal computer and a thin client	<p>A personal computer is any general-purpose computer built around a microprocessor, whose size and capabilities are designed for use by individuals and is intended to be operated directly by an end-user possibly over a network.</p> <p>The most common type of thin client is a low-end computer terminal which concentrates solely on providing a graphical user interface to the end-user. The remaining functionality, in particular the operating system and application software, is provided by the server.</p>
	3 Explain the meaning of cloud computing, Software-as-a-Service (SaaS), Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS)	<p>Cloud computing is a generic term for Internet based access to technology enabled services.</p> <p>The three key cloud delivery models are:</p> <ul style="list-style-type: none"> ▪ Infrastructure-as-a-Service (IaaS) - offers pay-as-you-go access to servers, disk space and networks ▪ Platform-as-a-Service (PaaS) - provides a pre-built infrastructure (platform) for applications to be deployed directly by the user ▪ Software-as-a-Service (SaaS) - offers ready built applications provided directly via an Internet connection. This delivery method is now being used by many service desk tool providers
3 Telephony	1 Describe the purpose of Automated Call Distribution (ACD) telephone systems and IP Telephony	<p>ACD – is a device that routes calls based on predefined processes and algorithms.</p> <p>IP (Internet Protocol) telephony - is a technology that supports voice, data and video transmission via IP-based LANs, WANs, and the Internet. This includes VoIP (Voice over Internet Protocol).</p>

4 Supported Technologies and Enabling Tools		
Topic	Competency	Range of Knowledge
	2 List common automatic call distribution (ACD) features	<p>Common ACD features include:</p> <ul style="list-style-type: none"> ▪ Call distribution <ul style="list-style-type: none"> ▪ Skills-based ▪ First available, longest available ▪ Call queuing ▪ Advanced reporting <ul style="list-style-type: none"> ▪ Analyst availability tracking ▪ Number of calls to the service desk ▪ Average speed to answer (ASA) ▪ Abandon rate ▪ Hold time ▪ Talk time ▪ Call frequency
	3 Describe Computer Telephony Integration (CTI)	<p>Computer Telephony Integration (CTI) is the integration of IT (data) and telephony equipment.</p> <ul style="list-style-type: none"> ▪ Identifies customers to the analyst (e.g. populates the screen with the customer's contact details) ▪ Allows for viewing of customer management statistics and reporting data across multiple platforms and in real time ▪ Applies business rules for delivering personalized service, (i.e., route to a specific individual or team)
	4 Explain common challenges encountered when implementing CTI	<p>Common challenges encountered when implementing CTI are:</p> <ul style="list-style-type: none"> ▪ It is potentially complex and costly ▪ The screen population facility may delay the time it takes the service desk to answer calls (causing average speed to answer (ASA) to increase) ▪ Accurate databases are required to support screen population and call routing
4 Self-Service Technology	1 Describe self-service	<p>Self-service provides customers with the facilities needed to manage their service desk interactions and to find answers to common problems. Self-service covers two areas:</p> <ul style="list-style-type: none"> ▪ Self-logging provides customers with the facility to log and track the status of their incidents and service requests. Typically this is performed using the Internet or an Intranet. ▪ Self-help provides customers with the facility to resolve simple issues themselves. It is available 24x7 regardless of service desk operating hours
	2 Identify benefits of self-logging technology	<p>Self-logging technology:</p> <ul style="list-style-type: none"> ▪ It is available 24x7, regardless of service desk operating hours ▪ Is the preferred method for some customer segments ▪ Lowers the cost of support ▪ Provides easy access for the customer

4 Supported Technologies and Enabling Tools		
Topic	Competency	Range of Knowledge
	3 Identify the benefits of self-help technology	<p>The benefits of self-help include:</p> <ul style="list-style-type: none"> ▪ It is available 24x7 regardless of service desk operating hours ▪ Lowers the cost of support ▪ Allows customers to resolve simple issues without the assistance of an analyst (e.g. password resets, adding printers) ▪ Allows service desk staff to focus on more complex issues ▪ Offers customers an alternative channel for obtaining support ▪ Provides cost effective, consistent solutions for repetitive incidents or service requests ▪ Offers faster incident or service request resolution for the customer ▪ Enables customers to be more independent and self-sufficient ▪ Empowers customers and may improve their experience
	4 Identify disadvantages of self-help technology	<p>Disadvantages of self-help technology include:</p> <ul style="list-style-type: none"> ▪ Obtaining accurate and relevant information ▪ Higher cost of information maintenance ▪ Challenging to keep up-to-date ▪ Possible perceived loss of personalized service ▪ May take the customer longer to resolve the incident impacting on the customer experience
	5 List common examples of self-help	<p>Examples of self-help include:</p> <ul style="list-style-type: none"> ▪ IVR/AVR-based systems ▪ Application web-based help systems ▪ Application in-built self-help systems ▪ FAQs ▪ Fact sheets ▪ On-line training/tutorials ▪ On-line knowledge base
5 Self-Healing Technology	1 Describe self-healing tools	Self-healing tools identify when a problem has occurred and initiate remedial/corrective action to restore a system to a functioning state.
	2 List common examples of self-healing technology	<p>Common examples of self-healing tools include:</p> <ul style="list-style-type: none"> ▪ Anti-virus ▪ Scandisk ▪ Event/alert monitoring and diagnostic tools
	3 Identify the benefits of self-healing technology	<p>Key benefits of self-healing technology include:</p> <ul style="list-style-type: none"> ▪ Lowering the cost of support ▪ It is proactive and reduces the need for reactive support ▪ Reduces service impact ▪ Provides automated system recovery or workarounds ▪ Higher availability of services ▪ Seamless service provision

4 Supported Technologies and Enabling Tools		
Topic	Competency	Range of Knowledge
6 Social Media	1 Describe what is meant by social media	<p>Social media is the use of technology combined with social interaction to create on-line communities, share knowledge and connect people to information faster using internet-based communication.</p> <ul style="list-style-type: none"> ▪ It comprises primarily Internet and mobile based tools using words, pictures, audio and video ▪ It transforms people from content consumers into content producers ▪ It enables organizations to build stronger relationships with customers and markets
	2 Explain how to use social media tools effectively	<p>The principles of using social media tools effectively in business are:</p> <ul style="list-style-type: none"> ▪ Recognizing the difference between traditional media and social media ▪ Following the organization's strategy for engaging with its market ▪ Building communities in order to share knowledge ▪ Being an ambassador for the organization's brand ▪ Being transparent
	3 List the dos and don'ts of using various social medial options	<p>Important issues to consider when using social media tools are:</p> <p>DO</p> <ul style="list-style-type: none"> ▪ Follow the organization's policy on social media and its associated guidelines ▪ Be familiar with the culture of appropriate social media communities ▪ Be original and keep the content interesting, entertaining, relevant and honest ▪ Be responsible for what you communicate; exercise good judgement ▪ Remember everything you contribute reflects on your organization ▪ Only use social media tools authorized by your organization ▪ Always communicate in a respectful and courteous manner ▪ Communicate in a human voice; it's all about people engaging with people ▪ Respect the opinions of others when sharing and collaborating ▪ Focus on listening before communicating ▪ Respect confidentiality, copyrights and trademarks ▪ Ask advice from your manager if you are ever unsure <p>DON'T</p> <ul style="list-style-type: none"> ▪ Spam on social sites ▪ Overwhelm followers too frequently, with too much information, or with the same information ▪ Reply or make comments on behalf of the organization without following its social media guidelines ▪ Feel pressured to make friends with someone on-line, in business or a personal capacity

